

Marketing plan for [Insert name of Branch or Interest Group]

1. Self-assessment	<p>Consider answering these questions:</p> <ul style="list-style-type: none"> ▪ Who is your audience/target market? ▪ What messages did you communicate and how effective was the communication in the past? ▪ Which communication channels were used and how often? ▪ Who is your competition?
2. Set measurable goals	What do you want to achieve within your Branch or Interest Group?
3. What is your unique value?	<p>Consider answering these questions:</p> <ul style="list-style-type: none"> ▪ What is your area of expertise? ▪ Where are you located? ▪ When or why will LIASA members need you? ▪ Why is your Branch or IG important?
4. Tools	<p>Which tools are you going to use?</p> <ul style="list-style-type: none"> ▪ Online <ul style="list-style-type: none"> ○ Website ○ Social media ○ Email outreach ○ Blogs ○ Newsletters ▪ Offline <ul style="list-style-type: none"> ○ Brochures ○ Events ○ Community outreach events
5. Budget, timeline, resources	<p>Set a realistic budget Keep track of expenses Create a marketing calendar Assign roles</p>
6. Track your results	How are you going to track your results?